

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1549	100.0%	3.0%	767	100.0%	3.2%	781	100.0%	2.9%	698	100.0%	4.2%
Sexe												
Homme	767	49.6%	3.2%	767	100.0%	3.2%	0	-	100.0%	350	50.1%	4.0%
Femme	781	50.4%	2.9%	0	-	100.0%	781	100.0%	2.9%	349	49.9%	4.3%
Age												
15 à 24 ans	417	26.9%	5.6%	189	24.6%	5.1%	228	29.2%	6.2%	196	28.1%	6.6%
25 à 34 ans	326	21.1%	4.2%	163	21.3%	4.3%	163	20.9%	4.2%	143	20.5%	4.2%
35 à 49 ans	410	26.5%	3.2%	210	27.4%	3.3%	200	25.6%	3.1%	207	29.6%	3.4%
50 à 64 ans	297	19.2%	2.4%	163	21.3%	2.7%	134	17.1%	2.1%	144	20.6%	3.5%
65 ans et plus	98	6.3%	0.9%	42	5.5%	0.9%	56	7.2%	0.9%	8	1.2%	3.5%
Individu												
Ménagère	547	35.3%	2.4%	0	-	100.0%	547	70.0%	2.4%	246	35.3%	3.7%
Personne de Référence	799	51.6%	2.8%	575	75.0%	2.8%	224	28.7%	2.9%	336	48.1%	4.0%
Responsable des achats	665	42.9%	2.8%	273	35.6%	3.6%	392	50.1%	2.4%	315	45.2%	3.8%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	14	0.9%	0.9%	9	1.1%	0.8%	6	0.7%	1.3%	13	1.9%	0.9%
Affaires et Cadres	255	16.5%	5.5%	150	19.5%	5.1%	105	13.5%	6.1%	233	33.4%	5.4%
Professions intermédiaires	261	16.9%	3.9%	120	15.7%	3.4%	141	18.0%	4.4%	217	31.1%	3.9%
Employés	373	24.1%	4.4%	123	16.0%	6.3%	250	32.0%	3.9%	69	9.9%	3.9%
Ouvriers	171	11.1%	2.7%	145	18.9%	2.9%	26	3.3%	1.9%	2	0.3%	0.7%
Retraités	128	8.2%	1.0%	63	8.3%	1.1%	64	8.2%	1.0%	5	0.7%	2.3%
Autres inactifs	346	22.3%	3.4%	157	20.4%	4.4%	189	24.2%	2.8%	158	22.7%	5.0%
PCS Personne de Référence												
Agriculteurs	1	0.1%	0.2%	1	0.2%	0.3%	0	-	-	0	-	100.0%
Petits patrons	58	3.7%	2.3%	20	2.6%	1.5%	38	4.8%	3.3%	58	8.3%	2.3%
Affaires et Cadres	355	22.9%	5.3%	184	23.9%	5.3%	171	21.9%	5.2%	355	50.8%	5.3%
Professions intermédiaires	286	18.4%	3.8%	146	19.0%	3.7%	140	17.9%	3.9%	286	40.9%	3.8%
Employés	305	19.7%	5.7%	129	16.8%	6.0%	176	22.6%	5.5%	0	-	100.0%
Ouvriers	253	16.3%	2.6%	163	21.2%	3.2%	90	11.5%	1.9%	0	-	100.0%
Retraités	195	12.6%	1.4%	85	11.1%	1.3%	110	14.1%	1.4%	0	-	100.0%
Autres inactifs	96	6.2%	2.6%	40	5.2%	3.0%	56	7.2%	2.3%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	265	17.1%	2.9%	128	16.7%	3.2%	136	17.5%	2.6%	81	11.6%	4.7%
2 personnes	382	24.7%	2.2%	192	25.0%	2.2%	190	24.3%	2.1%	158	22.6%	3.7%
3 personnes	333	21.5%	3.6%	193	25.2%	4.2%	139	17.8%	3.0%	186	26.6%	5.0%
4 personnes	359	23.2%	3.9%	150	19.6%	3.2%	209	26.8%	4.5%	183	26.1%	4.0%
5 personnes et +	210	13.6%	4.0%	104	13.5%	4.2%	106	13.6%	3.8%	91	13.1%	3.6%
Présence d'enfants de moins de 15 ans												
Oui	533	34.4%	3.4%	243	31.6%	3.3%	290	37.1%	3.4%	256	36.6%	3.4%
Non	1016	65.6%	2.9%	525	68.4%	3.1%	491	62.9%	2.7%	443	63.4%	4.7%
Habitat												
Communes rurales	56	3.6%	0.4%	28	3.7%	0.5%	28	3.6%	0.4%	30	4.3%	0.8%
Agglo. - 20 000 hab	69	4.4%	0.8%	38	4.9%	0.9%	31	3.9%	0.7%	40	5.8%	1.6%
Agglo. 20 000 à 100 000 hab	41	2.6%	0.6%	24	3.1%	0.7%	17	2.2%	0.5%	12	1.8%	0.6%
Agglo. + 100 000 hab	47	3.0%	0.3%	30	3.9%	0.4%	17	2.2%	0.2%	25	3.6%	0.5%
Agglo. Paris	1336	86.3%	16.1%	648	84.4%	16.4%	689	88.1%	15.8%	590	84.5%	15.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1429	92.3%	15.2%	699	91.1%	15.6%	730	93.5%	14.8%	641	91.8%	14.8%
Nord-Pas-de-Calais	13	0.9%	0.4%	8	1.1%	0.5%	5	0.6%	0.3%	7	0.9%	0.7%
Lorraine	3	0.2%	0.2%	1	0.1%	0.1%	2	0.3%	0.2%	0	0.0%	0.0%
Alsace	5	0.3%	0.3%	4	0.5%	0.5%	1	0.1%	0.1%	3	0.4%	0.6%
Franche-Comté	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.2%
Champagne-Ardenne	6	0.4%	0.5%	1	0.1%	0.2%	5	0.6%	0.9%	4	0.6%	1.5%
Picardie	22	1.4%	1.4%	13	1.7%	1.8%	9	1.1%	1.1%	7	1.0%	1.5%
Bourgogne	6	0.4%	0.5%	3	0.3%	0.4%	4	0.4%	0.5%	3	0.5%	1.0%
Haute-Normandie	9	0.6%	0.6%	4	0.6%	0.6%	5	0.6%	0.6%	5	0.7%	1.1%
Basse-Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Centre	13	0.8%	0.6%	7	0.9%	0.7%	5	0.7%	0.5%	8	1.1%	1.2%
Pays de la Loire	8	0.5%	0.3%	5	0.7%	0.4%	3	0.4%	0.2%	1	0.1%	0.1%
Bretagne	2	0.1%	0.1%	2	0.3%	0.2%	0	-	-	2	0.3%	0.3%
Poitou-Charentes	2	0.1%	0.1%	2	0.2%	0.3%	0	-	-	1	0.2%	0.4%
Aquitaine	7	0.4%	0.2%	4	0.5%	0.3%	3	0.4%	0.2%	7	0.9%	0.8%
Midi-Pyrénées	5	0.3%	0.2%	3	0.4%	0.3%	2	0.2%	0.1%	3	0.4%	0.4%
Limousin	1	0.1%	0.1%	0	-	-	1	0.1%	0.3%	1	0.1%	0.5%
Auvergne	0	-	-	0	-	-	0	-	-	0	-	-
Rhône-Alpes	9	0.6%	0.2%	6	0.7%	0.2%	3	0.4%	0.1%	2	0.3%	0.1%
Languedoc-Roussillon	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	8	0.5%	0.2%	4	0.5%	0.2%	4	0.5%	0.2%	3	0.5%	0.2%
Habitudes de connexion Internet												
Tous les jours	1057	68.3%	3.9%	554	72.2%	4.0%	503	64.4%	3.8%	549	78.6%	4.3%
Presque tous les jours	196	12.6%	3.2%	72	9.4%	2.6%	124	15.8%	3.8%	84	12.1%	3.5%
1 à 2 fois par semaine	94	6.1%	2.9%	39	5.1%	2.7%	55	7.1%	3.1%	37	5.3%	4.2%
1 à 3 fois par mois	22	1.4%	2.6%	11	1.4%	2.8%	11	1.4%	2.4%	9	1.3%	4.8%
Moins souvent	30	1.9%	2.1%	14	1.8%	2.2%	16	2.1%	2.0%	5	0.7%	3.5%
Jamais	0	0.0%	0.2%	0	0.0%	0.3%	0	-	-	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	61	4.0%	2.5%	31	4.1%	3.2%	30	3.8%	2.0%	1	0.2%	0.7%
De 9 000 à moins de 12 000 euros par an	54	3.5%	1.7%	34	4.5%	3.2%	20	2.5%	0.9%	12	1.7%	4.2%
De 12 000 à moins de 18 000 euros par an	172	11.1%	2.5%	71	9.2%	2.4%	101	13.0%	2.7%	36	5.2%	4.5%
De 18 000 à moins de 24 000 euros par an	179	11.6%	2.5%	81	10.6%	2.4%	98	12.5%	2.5%	45	6.4%	2.9%
De 24 000 à moins de 36 000 euros par an	301	19.5%	2.7%	149	19.4%	2.7%	153	19.5%	2.8%	135	19.4%	3.7%
De 36 000 à moins de 45 000 euros par an	229	14.8%	3.7%	114	14.8%	3.5%	115	14.7%	3.9%	107	15.3%	3.8%
De 45 000 à moins de 65 000 euros par an	231	14.9%	4.1%	133	17.3%	4.2%	98	12.6%	3.9%	150	21.4%	4.3%
65 000 euros et plus	156	10.1%	5.5%	85	11.1%	4.9%	71	9.1%	6.3%	128	18.3%	5.7%
Refus	111	7.1%	3.0%	48	6.3%	3.1%	63	8.0%	2.9%	49	7.1%	3.8%
Ne sait pas	54	3.5%	3.6%	21	2.8%	3.2%	33	4.2%	3.9%	36	5.1%	6.6%